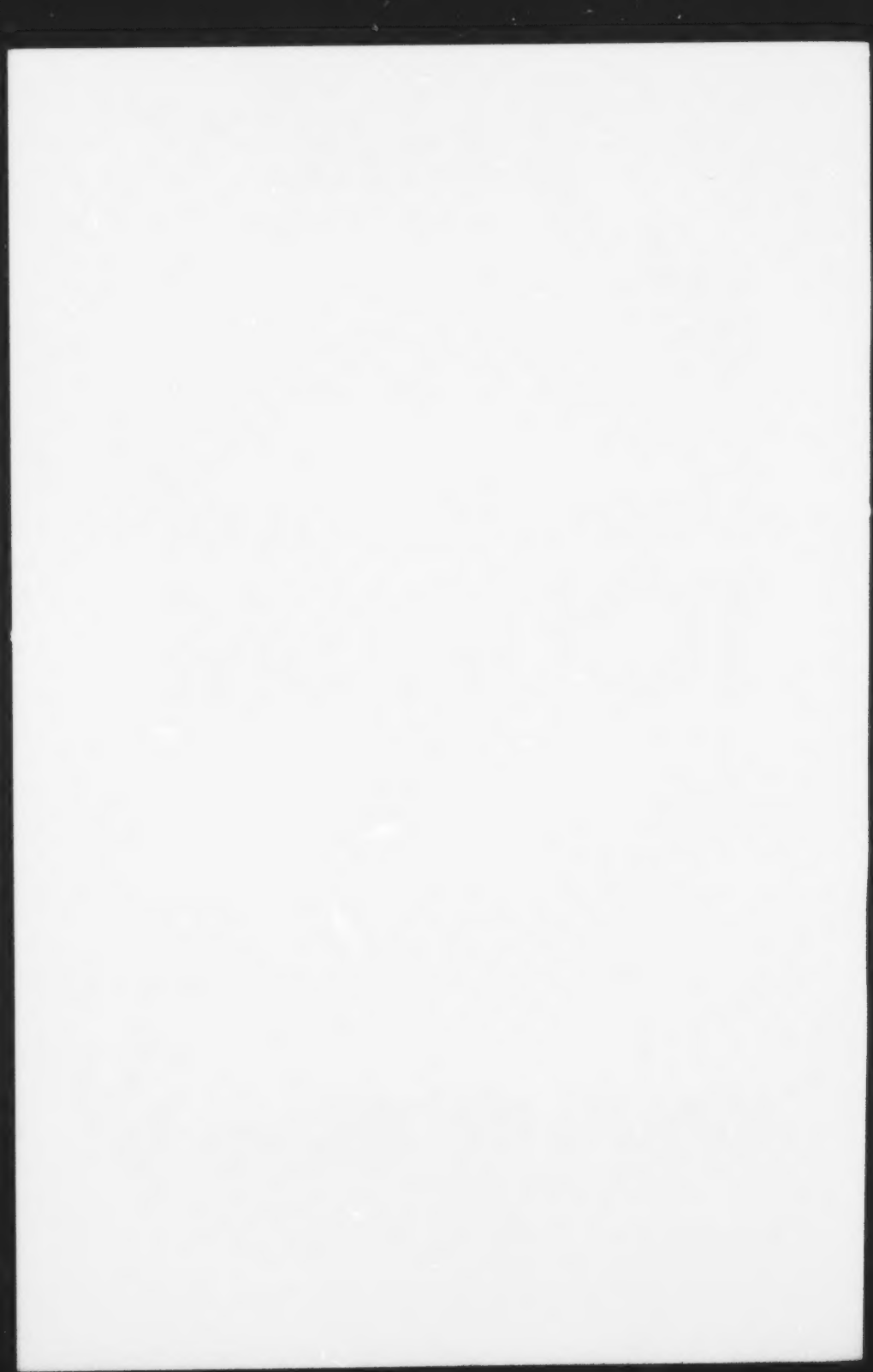




Nova Scotia

Department of **TOURISM**

ANNUAL REPORT
for the fiscal year
ended march 31, 1984

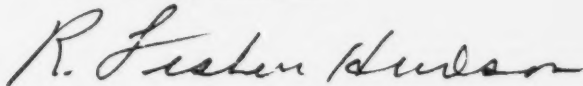


To His Honour
The Honourable Alan R. Abraham, C.D.
Lieutenant Governor of Nova Scotia

May it Please Your Honour:

I have the honour to submit the Annual Report of the Department
of Tourism for the fiscal year ending March 31, 1984.

Respectfully submitted

A handwritten signature in cursive script, reading "R. Fisher Hudson". The signature is written in dark ink and is positioned above the printed name.

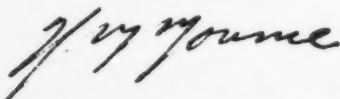
Honourable R. Fisher Hudson, Q.C.
Minister of Tourism



The Honourable R. Fisher Hudson, Q.C.
Minister of Tourism
Province of Nova Scotia
Halifax, Nova Scotia

Sir,

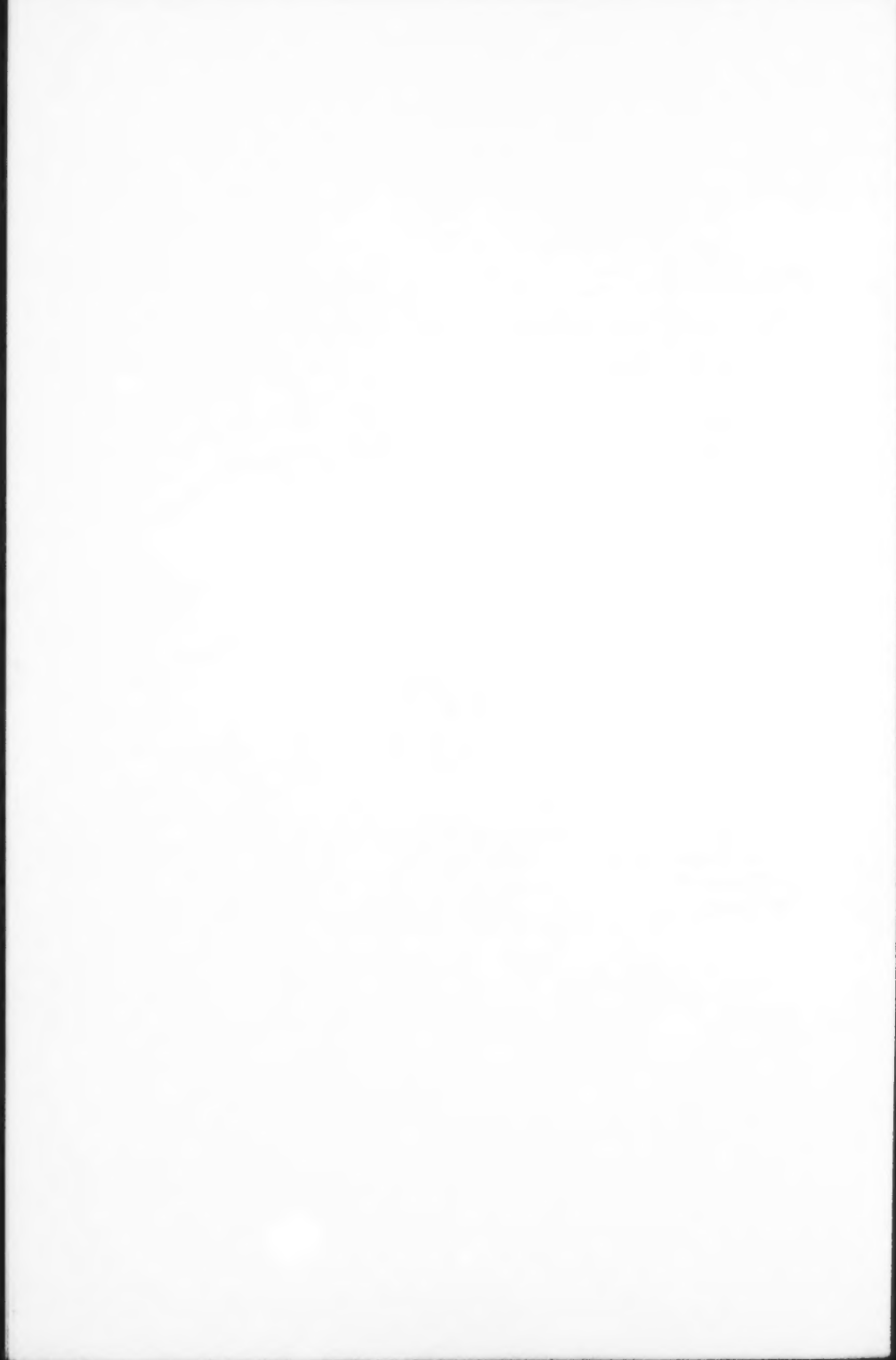
I have the honour to present to you the report of the Nova Scotia
Department of Tourism for the fiscal year ended March 31, 1984.

A handwritten signature in dark ink, appearing to read "K. M. Mounce", written in a cursive style.

Kenneth M. Mounce
Deputy Minister



Finance and Administration Division	9
Provincial Resort Hotels Division	10
Industry Development Division	11
Departmental Architect	13
DREE-Tourism Sub-Agreement	13
Development Section	14
Industry Services Section	15
Inspection Services Section	19
Campground Inspection Services	23
Travel Information Division	24
Editorial Services	24
Information Bureaus	25
Red Store	25
Distribution Centre	26
Audio-Visual Services	30
Marketing and Promotion Division	31
Advertising	31
Literature	32
Fam Tours	32
Attractions and Events	35
Convention Development and Sales	35
Portland Information Office	35
Research	36
Bluenose II	37



FINANCE AND ADMINISTRATION DIVISION

The Finance and Administration Division manages two important grant programs of the Department of Tourism.

Regional association grants are for the purpose of encouraging, stimulating, and generally supporting the development of tourism within regions of the province. The dollar amount of the grant is determined by the number of counties comprising a region, with Cape Breton considered to be two regions. In 1983-1984 grants totaling \$168,500 were made to the following regional associations:

Cape Breton Tourist Association	\$ 32,000
Annapolis Valley Affiliated Boards of Trade	18,500
Central Nova Tourist Association	17,500
Antigonish/Eastern Shore Tourist Association	18,000
Halifax Visitors and Convention Bureau	16,000
Dartmouth Tourist Commission	16,000
Pictou County Tourist Association	16,000
South Shore Tourism Association	18,500
Yarmouth County Tourist Association	16,000

Municipal bureau grants are provided to assist local organizations to operate seasonal tourist bureaus in their communities. The grant is based on 50 per cent of the expense to operate the bureau, to a maximum of \$1,250. In 1983-1984, the following organizations were provided grants to operate municipal tourist bureaus (a number in parentheses indicates that more than one bureau grant was paid):

Yarmouth County Tourist Association
 Town of Digby
 Kentville and Area Board of Trade
 Windsor Jaycees
 Bridgetown Board of Trade
 Annapolis District Board of Trade
 Middleton Tourist Association
 Town of Wolfville
 Truro and District Chamber of Commerce
 Springhill Senior Citizens
 Parrsboro and District Chamber of Commerce
 Amherst and Area Tourist Association
 New Horizons Unlimited-Joggins

Pictou County Tourist Association (2)
Cape Breton Tourist Association (4)
Canso Historical Society
City of Dartmouth
Municipality of Barrington
Bridgewater Chamber of Commerce
Lunenburg Board of Trade

For the second year, the Finance and Administration Division administered the department's funding for the Nova Scotia Tattoo. Tattoo '83 was presented at the Halifax Metro Centre from June 27 to June 30 and celebrated the 200th anniversary of the coming to Nova Scotia of the United Empire Loyalists and the 1983 International Gathering of the Clans.

PROVINCIAL RESORT HOTELS DIVISION

Nova Scotia Tourist Industry Development programs include the operation of provincially owned resort hotels in three distinctive regions of the province. Each hotel provides traditional excellence in hospitality as well as enrichment of the social and economic well-being within its community. The Provincial Resort Hotels Division enables uniformity and co-ordination in operational management of the hotel system to develop the enterprise to its fullest potential.

In 1983, occupancy at the seaside resort of Keltic Lodge in the Cape Breton Highlands National Park was 75.4 per cent for the operating period May 16 to October 21. Milder temperatures and inadequate snowfall combined to delay alpine skiing at Cape Smokey until well into the season; and other activities usually associated with off-season operations of Keltic Lodge were curtailed due to extensive refurbishing and renovations at the property.

The Eastern Shore riverside resort of Liscombe Lodge experienced a 1.8 per cent decline from last year's occupancy rate of 80.7 per cent during its marginally shortened season of operation from May 27 to October 23, 1983.

Despite some influences of last year's general downturn in convention and group business still being felt throughout the industry, The Pines Resort Hotel in Digby recovered from its decline of the previous season and increased occupancy by 5.2

per cent from its 67.3 per cent figure in 1982.

INDUSTRY DEVELOPMENT DIVISION

During the fiscal year 1983-84, the Industry Development Division continued to administer the implementation of the final payments and wrap-up of the DREE-Tourism Sub-Agreement, together with its other functions of administering the Hotel Regulations Act, the Camping Establishments Regulations Act, providing counselling, inspection services, and hospitality industry training services, and encouraging the discriminate development of needed tourism industry attractions, facilities, and services throughout the province.

The Tourism Master Plan, a merger of seven regional tourism development plans with a strategy plan developed by Voluntary Planning (Tourism Sector), has not remained static. A number of new and redefined projects has been approved for incorporation into the Tourism Master Plan which will be updated and reprinted during the 1984-85 fiscal year. Considerable effort has been placed upon securing a new federal-provincial tourism initiative, and, although this has not yet occurred, the restoration and redevelopment of Shubenacadie Canal is underway.

Private-sector entrepreneurs who planned projects ranging from a new campground to a new theme park were provided with technical assistance. Some of these proposals are now being implemented as additions to the tourism industry. The division continued to be supportive of and work co-operatively with the provincial Department of Development and the federal Department of Regional Industrial Expansion on tourism-related projects.

The director, through participation in the Provincial Human Resources Development Committee, secured support for a pilot Hospitality Industry Training Project in Yarmouth County. This resulted in the purchase of a number of training programs by the Canada Employment and Immigration Commission. These programs were delivered by the Nova Scotia Department of Education, Adult Education Division, to accommodation and food service sector employers at locations in Yarmouth County.

The director attended the sixth annual meeting of the Canadian Tourism/Hospitality Advisory Council on Human Resources during October 1983 at St. John's, Newfoundland. The division supported the participation of the Tourism Industry Association of Nova Scotia at the May 1983 meeting of the Canadian/Hospi-

tality Advisory Council in Calgary which was held in conjunction with Rendezvous Canada.

Regular meetings of the Voluntary Planning (Tourism Sector), the Voluntary Planning Sub-Committee on Statistics, and the Tourism/Heritage Committee were attended by the director or his representative.

A continuing liaison was maintained with the Tourism Industry Association of Nova Scotia, the nine regional tourist associations, the Restaurant and Foodservices Association of Nova Scotia, the Innkeepers' Guild of Nova Scotia, and the Nova Scotia branch of the Canadian Federation of Chefs de Cuisine.

The director, as chairman of the board of directors of Check Inns Limited, has continued the efforts of the company to become more self-sufficient and to improve the quality of accommodation reservation and tourism information service provided to visitors and Nova Scotians who use the Check In System.

The division was represented on a number of committees dealing with ferry schedules, transportation, offshore oil and gas, small business promotion, and hospitality industry training. The director is a delegate to the Deputy Minister's Land Use Committee.

The Nova Scotia Accommodation Grading Program which is a project of the Tourism Industry Association of Nova Scotia has been upgraded to an Atlantic Canada project. A recently completed feasibility study commissioned by Tourism Canada, under the direction of a steering committee comprised of industry and provincial and federal government representatives from Newfoundland, Prince Edward Island, New Brunswick, and Nova Scotia, has projected that the Accommodation Grading Program could be self-sustaining within five years. The steering committee will place a proposal before the Atlantic Canada tourism ministers in mid-1984, seeking initial funding support to be coupled with a federal cost-sharing arrangement to cover the first year of operation.

The director attended the Conference of Canadian Tourism Officials in Ottawa during June 1983 and the Tourism Industry Association of Canada Annual Conference in Charlottetown during February 1984.

Departmental Architect

In the fiscal year 1983-84, 11 accommodation construction projects were approved by the departmental architect under the Hotel Regulations Act. They involved renovations to 22 existing units and construction of 165 new units. Subsequent, regular inspections were made throughout the year of these and other previously approved projects as construction progressed to completion.

Consulting services and design assistance for small projects were provided to several prospective tourist accommodation operators around the province. These services were continually in demand and were given as other obligations permitted.

The departmental architect undertook a major upgrading of the photographic display at the Nova Scotia Tourist Centre in Yarmouth. The work required the selection of new material, its printing, and mounting on the panels in the tourist centre prior to the opening for the 1984 season.

Two other design projects involved a new information counter at the Halifax International Airport and a new module for the Blueberry World Visitor Centre at the Nova Scotia tourist Centre in Amherst. The former project is expected to be completed before December 1984, and the latter is to open to visitors in early July 1984.

A number of graphic assignments were completed by the departmental architect throughout the year for the Parade of Sail Committee.

DREE — Tourism Sub-Agreement

As this agreement neared its termination date of March 1983, an extension was negotiated in order to complete various projects. The agreement terminated March 31, 1984.

The Manager, Special Projects, continued to serve as a member of the management committee which oversaw the implementation and completion of the DREE — Tourism Sub-Agreement.

Development of Tor Bay Beach was completed with boardwalks and a nature interpretive centre.

A four-colour promotional brochure on Annapolis Royal was completed with 30,000 English and 20,000 French copies being printed.

An interpretive centre was completed and opened at the Tidal Power Site in Annapolis Royal. The interpretive centre includes a working model of the turbine, a model showing the rise and fall of the tides, and a film on the transportation and assembly of the turbine. Approximately 2,000 visitors per week toured the site during June, July, and August of 1983.

The Manager, Special Projects, represented the department in discussions with the representatives of federal government departments on programs related to tourism, was a member of the federal/provincial steering committee which conducted a study of the feasibility of a ferry service between Surrey, P.E.I. and Port Hood, N.S., and represented the department on the Deputy Minister's Standing Committee for Parks and Recreation.

Development Section

During the fiscal year ending March 31, 1984, the Development Officer finalized the last six payments of the Tourism Development Incentive Program and provided support for the completion of the Canada/Nova Scotia Tourism Development Agreement including the Annapolis Royal brochure, the Tidal Power Interpretation Centre, and Tor Bay Beach development.

Continued consultation was given to the private sector for development of tourist facilities throughout Nova Scotia. Twenty-five consultation sessions were held in-house, and 10 sessions were held in the field.

The Development Officer represented the department at seminars in Queens County on area and regional development, in Dartmouth on mainstreet development, and at Small Business Week Programs sponsored by the Federal Business Development Bank in Bridgewater and Dartmouth.

The Development Officer continued to represent the department on the Downtown Issue Group and was appointed as the department's representative to the Offshore Issue Group, to the steering committee which oversaw the study of the Yarmouth Ferry schedule, and to the Industry/Government Steering Committee Studying Production Crafts in Nova Scotia.

Industry Services Section

Programs

1. Hospitality Awareness Research Program for Nova Scotia

The objective of the program was to research the attitudes of employees in the tourism industry in order to create an awareness among service sector businesses, management, and employees of the value of the customer to each individual business and to provide information that will motivate management and employees to deliver attentive, friendly, and hospitable service to meet the needs of the visitors, guests, customers, and tourists.

The two-hour program was presented in 83 locations throughout Nova Scotia to approximately 1,400 people in May and June, 1983. The program has been well received by management and staff personnel in the industry. It is interesting to note that during the 1983 tourist season the department received 606 written compliments on hospitality/tourism visitor services in the province.

2. Training Films and Resources

The Department of Tourism has in its library a series of 80 training programs on film or videotape. These programs are for the use of tourism business operators in the province. Between April 1, 1983, and March 31, 1984, 10 tourism operators took advantage of these services involving an extensive number of films. In addition, these resources were used extensively for the eight training programs conducted in Yarmouth from February 13 to March 23, 1984.

Some 180 hours of pre-training counselling and tailored training were conducted by the Manager, Industry Services, for new and existing food and beverage operations during the year.

3. Adult Vocational Hospitality Training — Yarmouth County

Eight training courses were organized and initiated by the Department of Tourism, funded by the Canada Employment and Immigration Commission, and delivered by the Nova Scotia Department of Education, Adult Vocational Training Division, with the co-operation of the Nova Scotia Department of Labour

and Manpower and industry in the Yarmouth area.

The programs and dates were as follows:

Bartending	2 courses	Feb. 27-Mar. 9, Mar. 12-23
Housekeeping	2 courses	Feb. 27-Mar. 9, Mar. 12-23
Waiter/Waitress	2 courses	Feb. 27-Mar. 9, Mar. 12-23
Front Desk	1 course	Feb. 27-Mar. 23
Cooking	1 course	Feb. 13-Mar. 23

Approximately 66 people participated in these programs.

Donald West of West Consultants Ltd. prepared for the department a complete breakdown of these programs and a summary of the needs of the tourism industry in the area of training.

4. Pump Island Attendants Training Course

The manager addressed the training course students on the subject of good service and hospitality.

5. Training Promotion

The Industry Service Section seeks opportunities to promote training and the value of training to the hospitality/tourism industry of the province.

Consistent with this theme, the manager took the following steps to encourage the further use of the departmental training resources by operators in the industry:

- During the Tourism Industry Association of Nova Scotia convention held in Yarmouth March 23-25, 1983, the Manager of Industry Services presented in a workshop the various training programs that were available to the operators from the Department of Tourism.
- A booth was set up at the Annual Conference of the Foodservices Executive Association of Cape Breton April 8-10, 1983, in Sydney. The purpose of this was to expose the operators to various training programs available.
- The manager addressed the convention of the Nova Scotia Retail Gas Dealers Association on June 4, 1983 at Digby Pines on the values of training in the areas of quality, service, and

cleanliness.

6. Hospitality Industry Career Promotion

The Industry Services Section maintains a close liaison with educational institutions offering certificate or diploma programs in hospitality/tourism career-related education. The Manager, Industry Services, is a member of the advisory committee of the two-year diploma program in Hospitality Administration at the University College of Cape Breton and the Hotel, Motel, Restaurant Management Program at Dartmouth Regional Vocational School. Junior and senior high school career days offer this section the opportunity to help students to understand the employment opportunities the tourism/hospitality industry has to offer. A number of career days were attended during the year.

Training Seminars Attended

The Manager, Industry Services Section, attended a one-day first aid course, as well as a two-day seminar entitled "Improving Profits through Analysing Your Menu," sponsored by the University College of Cape Breton.

Complaints and Compliments

There were 282 written complaints from tourists received by the office of the Manager, Industry Services. In addition, 606 complimentary letters were received. An analysis of the complaints is shown in the following table.

Written Complaints Received by the Department of Tourism

Complaint	FACILITY					Total	Percentage
	Roofed Accommodation	Campground	Restaurant	Other			
Quality	45	7	7	—	59	21	
Service	11	1	12	—	24	8.5	
Cleanliness	34	11	—	—	45	16	
High prices	24	—	1	—	25	9	
Reservation problem ¹	26	—	—	—	26	9	
Exchange on American Currency	2	—	—	—	2	.7	
Miscellaneous ²	26	10	1	64	101	35.8	
TOTALS	168	29	21	64	282	100.0%	

¹Reservation problem includes complaints about guaranteed rooms and Check In system.

²Miscellaneous complaints: garage stations (washrooms); *Treasure Guide*; ferries (CN Marine); travel agencies; Parks Canada; pools not operational; provincial parks; taxes; airport customs.

Regional Tourist Association Area Directors Meetings

Regional Tourist Association Area Directors meet monthly with the Deputy Minister of Tourism. The Manager, Industry Services Section, provides secretarial, organizational, and administrative support to this series of monthly meetings.

Inspection Services Section

The Inspection Services Section is responsible for the administration of the Hotel Act and Regulations under the Act, and the Camping Establishments Regulation Act and Regulations under the Act. The section has three functions: inspection, counselling, and statistics, with some personnel having overlapping duties. Personnel of the section include the Co-Ordinator of Inspection Services, two accommodation development officers, a Senior Inspector of Camping Establishments and two campground inspectors. The section operated during 1983-84 with one permanent and one casual accommodation development officer.

Accommodation — Fixed Roof

For the year 1983, there were 396 licensed hotels, a decrease of four from the previous year. The total number of available rooms was 10,612, a decrease of 221 rooms from the previous year. The average number of rooms per licensed establishment is 26.

Increases and Decreases

Type of Accommodation	Rooms Added	New Construction	Rooms Discontinued	Net Change
Hotels	39	—	-201	-162
Tourist homes	32	—	- 27	+ 5
Cabins	49	—	- 72	- 23
Motels	45	—	- 86	- 41
	163	—	-386	-221

Total Accommodation

Type of Accommodation	Rooms	Private Bath
Hotels	3,454	2,922
Tourist homes	330	91
Cabins	1,336	839
Motels	5,492	5,477
	10,612	9,329
1982-83 Totals	10,833	9,538
Net change	- 221	- 209

The distribution of rooms available in various parts of the province is as follows:

Valley	South Shore	Hfx./ Dart.	Eastern Shore	Cape Breton	Northumb. Strait	Fundy Shore	Total
1,945	1,020	3,311	213	2,639	720	764	10,612

Ten-Year View

Over a ten-year period, accommodation has increased from 10,480 rooms in 1973 to 10,612 rooms in 1983. This net increase of 132 rooms does not reveal the changes in standards that have taken place. During this period, 3,270 rooms have been constructed, and 610 additional rooms have been provided in tourist homes. In this ten-year span, however, there has been a loss of 2,895 rooms as older establishments have gone out of business.

Standards of accommodation in Nova Scotia continue to improve as new, modern rooms replace obsolete accommodation. Hotels, motels, and bed and breakfast facilities show an increase while cabins have declined.

There were 359 inspections made by the accommodation development officers and co-ordinator. The co-ordinator responded to 15 counselling calls.

Following inspections, the accommodation development officers made a general evaluation of establishments. Their findings are outlined below.

Accommodation Quality

Rating	Hotel Rooms	Motel Rooms	Cabin Rooms	Tourist Home Rooms	Total Rooms
Excellent	92	—	62	11	165
Very good	1,448	1,575	131	41	3,195
Good	1,476	3,263	749	245	5,733
Fair	203	590	359	33	1,185
Poor	136	64	35	—	235
Not rated	99	—	—	—	99
					10,612

Housekeeping

Rating	Establishments Evaluated
Excellent	5
Very Good	72
Good	286
Fair	92
Poor	13
Not Rated	2

During 1983-84 twelve establishments were sold and continued operation under new ownership, and structural improvements were made in 74 establishments. Swimming pools were provided in 64 places of accommodation; 221 establishments had televisions in all units; and 119 establishments had telephones in all units. One hundred and four establishments served breakfast; 33 establishments served breakfast and dinner; and 107 establishments served three meals. Two hundred and two were open all year, and 194 establishments were seasonal.

Two licences were refused because the establishments did not meet with the requirements of the hotel regulations.

Paragraphs submitted to the Marketing Division for listing in the *Nova Scotia Travel Guide: Where to Stay, What to See, What to Do, Where to Eat* were checked by the accommodation development officers, and 361 establishments were listed in this publication for 1984.

One hundred and twenty inquiries concerning building, renovating, or operating new accommodations were handled during the year. There were 28 projects completed, and 22 projects were approved but not completed at the end of the fiscal year. Sixteen additional homes were listed as tourist establishments.

Other Activities

1. The co-ordinator participated in career day programs at Dartmouth High School and Dartmouth Regional Vocational School.
2. The co-ordinator attended the annual meeting of the Nova Scotia Farm and Country Vacation Association held in Truro.
3. The co-ordinator presented an orientation program to the Central Nova Bed & Breakfast Association held in Great Village.

4. The co-ordinator served on the Nova Scotia Resources and Development Board and the Hospitality Industry Development Project Team and attended regular meetings.
5. The co-ordinator is a member of the Nova Scotia Branch of the Canadian Food Service Executive Association.
6. The co-ordinator chaired a meeting in Louisbourg concerning the proliferation of unlicensed bed and breakfast facilities in that area.

Campground Inspection Services

Inspections

The campground inspection staff carried out 147 routine inspections on the privately owned campgrounds between March 1983 and April 1984. During the same period 120 follow-up inspections were carried out to investigate infraction correction and complaints.

Renovations, Expansion, and Development

During this period, 47 inquiries concerning building, renovating, or operating new campgrounds were received. Site visits were made to 14 prospective campground locations for feasibility advice. Six alteration permits were issued to existing campgrounds for expansion purposes, and nine construction permits were issued for new campground developments. Seven new campgrounds opened, providing 291 new campsites.

Special camping-area permits were issued to 10 properties for temporary camping at shopping centres and at festival sites.

Interdepartmental Liaison

The Senior Inspector made presentations at two Campground Owners Association meetings and had five separate meetings with executive members of the association throughout the year.

Twelve meetings were held with area health units through the province and five meetings with Department of Transportation Officers relative to campground owner matters.

A statistical report on the 1983 camping season was prepared showing occupancy, trends, and origin of campers.

Nova Scotia Promotion — Outdoor Shows

Campground inspection staff and members of the Campground Owners Association attended four travel shows in Harrisburg, Pennsylvania; Cleveland, Ohio; Anaheim, California; and Toronto, Ontario promoting Nova Scotia as a tourist destination.

Other Activities

The Senior Campground Inspector as a member of Voluntary Planning attended 12 meetings on land-owner and land-user co-operation and 13 meetings of an education subcommittee relative to the subject of land use.

The Senior Inspector is a voting member of the Canadian Standards Association on the committee for recreation vehicle standards and is also a member of the Nova Scotia Climate Advisory Committee of the Bedford Institute of Oceanography dealing with the reporting of weather in the province.

The campground inspection staff prepare the display material for marketing at the various shows.

Camping as a mode of vacation travel continues to show gains in most areas of Nova Scotia.

TRAVEL INFORMATION DIVISION**Editorial Services**

The Editorial Services Section produced 19 feature stories during the fiscal year 1983-84. English copies were sent to 11,510 English-language newspapers and French translations to 2,746 French-language newspapers across North America, with some distribution in Europe.

The section also produced 15 photographs to accompany most of these stories, with the photographs going to 11,502 newspapers.

This dissemination of stories and photographs resulted in 124,500 lines of newspaper copy, as measured in clippings returned to this section by clipping services in the United States and Canada.

Value of that copy in terms of advertising charges for that space is estimated to be at least one-third of a million dollars. When one applies a credibility factor of four — assuming that editorial copy has four times the credibility of paid advertising — the value of the same copy would be estimated to be about \$1.2 million.

The section also continued to give special attention to liaison with Tourism Canada and with travel writers across North America and in Europe, assisting with ideas, information, and research for articles promoting this province as a travel destination.

And it continued regular functions such as preparing speeches for senior officials of the department, assisting other departmental divisions in audio-visual and promotional efforts, maintaining clipping files, and monitoring usage and value of the section's editorial material.

Information Bureaus

This section provides information and services to visitors after their arrival. Counselling is available to enhance the enjoyment of every vacation. Friendly, knowledgeable counsellors are trained to know what there is to see and do in their own areas and in the province in general, and they are kept up to date on all attractions. The underlying purpose of supplying this information is to persuade the visitor to extend his or her stay at least one extra day, to return at another time, and to tell friends and neighbors of the attraction of Nova Scotia as a vacation area.

Amherst, Yarmouth, and Wood Island offer audio-visual presentations in a theatre setting. There is also a presentation available to visitors in Antigonish.

Red Store — Historic Properties

The information office at Historic Properties in downtown Halifax has completed its tenth year of operation. The office is

located in the Red Store Building on Privateers Wharf adjacent to the permanent berth of Bluenose II. The centre is staffed year-round by four permanent members, and additional casual staff are employed for the tourist season.

During this reporting period, 84,962 visitors were welcomed here, an increase of 1,483. The staff also processed 24,860 phone calls and responded to 41,486 mail inquiries.

Distribution Centre

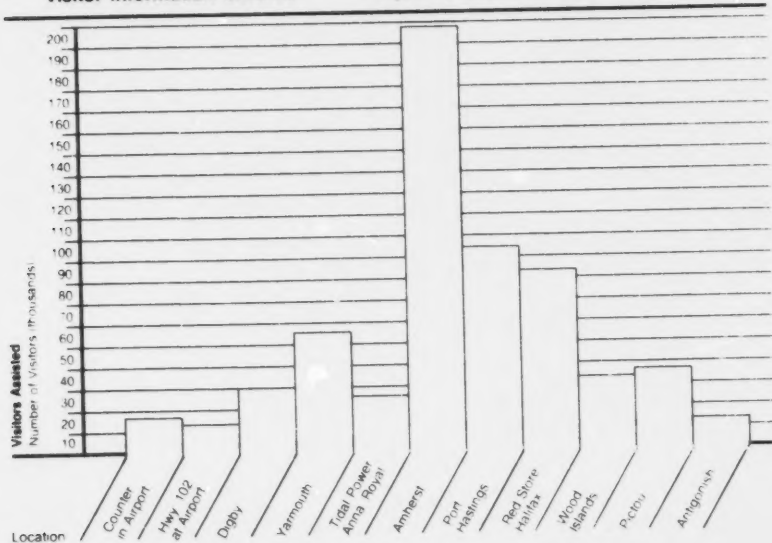
Approximately 2,378,600 pieces of Department of Tourism and private-sector literature were distributed to departmental tourist information offices and bureaus, municipal tourist bureaus in Nova Scotia, the Canadian government Office of Tourism, travel agents, tour wholesalers, automobile clubs, and Canadian embassies and trade commissions.

Over 89,800 pieces of mail passed through the Distribution Centre postage machine as well as several thousand letters mailed from main office in response to inquiries which could not be dealt with by literature alone.

The Distribution Centre prepared in excess of 93,600 information kits to be used by the Portland office, as well as over 52,200 kits which were mailed to various addresses in Canada, the United States, and overseas.

Visitor Information Centres

April 1, 1983 - March 31, 1984



**General Data:
Visitors Information Centres
April 1, 1983 - March 31, 1984**

Location	Season	Services Offered	Staff				Visitors Assisted	Reservations through Check Inns
			Inform. Counter	PEP	Caretakers			
Yarmouth	May 16- Oct. 31	Inform. counter, lawns & flowers, artifacts & displays, theatre	3	5	3		55,034	409
Digby	May 15- Oct. 31	Inform. counter, lawns & flowers	6	1	1		29,628	—
Highway 102 at Airport	June 15- Sept. 10	Inform. counter, lawns & flowers	1	6	—		17,716	—
Airport counter	Year-round	Information centre	4	—	—		17,893	—
Amherst	May 1- Oct. 31	Inform. counter, lawns & flowers, artifacts & displays, theatre, piper, extensive grounds & gardens	8	5	7		199,496	1,231
Pictou	May 24- Oct. 15	Inform. counter, lawns & flowers	4	3	2		35,508	697
Wood Islands	June 15- Sept. 15	Inform. counter, lawns & flowers, artifacts & displays, theatre	4	2	1		31,014	1,151
Antigonish	May 15- Oct. 15	Inform. counter, lawns & flowers, artifacts & displays	3	6	1		15,766	1,396

General Data:
Visitors Information Centres
April 1, 1983 - March 31, 1984 Cont.

Location	Season	Services Offered	Staff				Reservations through Check Inns
			Inform. Counter	PEP	Caretakers	Visitors Assisted	
Port Hastings	May 15- Oct. 15	Inform. counter, lawns & flowers	8	8	1	102,591	2,704
Tidal Power	Year-round	Inform. counter	2	2	—	26,160	—
Annapolis Royal							
Halifax:	Year-round	Inform. counter	14	2	—	85,962	695
Red Store							
			62	24	16	616,768	8,283

Audio-Visual Section

The audio-visual section is responsible for the maintenance of a 35-mm color-slide collection of tourism-oriented material, the support of marketing programs through the production of slide and video presentations, the servicing of color and black and white photographic requests from the travel trade and other specialized requests, the production of audio-visual presentations for tourist information centres, and the maintenance of audio-visual equipment and displays within the department and the travel information centres.

Activities

Last winter the audio-visual division completed a project to reorganize, code, cull, and file the department's 16,000 35-mm slide library. This project was carried out with the assistance of two employees hired under the winter work program and covered a period of three months.

Three major audio-visual presentations were produced in house:

1. a three-projector slide show for the World Trade and Convention Centre was produced, then transferred to video cassette.
2. a multi-media presentation incorporating slide, 16-mm film, and video footage was produced to promote the 75th anniversary of the flight of the Silver Dart. This presentation was distributed to Bell Pioneers across North America.
3. a six-minute video presentation to promote the Nova Scotia Parade of Tall Ships was produced. This presentation was used extensively in the province and was also distributed to regular and cable TV stations across the country.

Two 16-mm films were produced for the department's marketing division:

1. a 14-minute general film to promote Nova Scotia, *Nova Scotia Horizons* was produced for the department by Nimbus Films Ltd. of Halifax. The film has also been accepted for distribution by the Canadian Travel Film Library.

2. a 21-minute 16-mm film on tuna fishing in Nova Scotia, *Where the Biggest Bluefins Swim* was produced by Lee Wulff Productions, New York. This film has been accepted for distribution by the Canadian Travel Film Library.

Four hundred and fifty requests for color slides and black and white photos were processed for the travel trade, including travel writers and convention promotion. One hundred requests for color slides and promotional literature were processed for International Rotary Students. This is a marked increase over previous years. Two hundred requests for color slides for in-house promotions by Marketing Division, Industry Development, and Editorial Services were processed.

Three thousand slides were added to the tourism file, bringing the total to 16,000 (after culling 2,500 old slides). This year's shoots focused on the Lighthouse Route, eastern shore, and the Halifax and Dartmouth area.

MARKETING AND PROMOTION DIVISION

The hosting of the International Gathering of the Clans and the 200th anniversary of the arrival of the United Empire Loyalists created a common theme for more than 400 local festivals and events held in Nova Scotia. The highlight of the Loyalist anniversary opening ceremony was the visit by the Prince and Princess of Wales. The Nova Scotia Tattoo was staged once again with a host of new additions to the program. The well-received logo "Nova Scotia—There's So Much to Sea" continued to be used in all our programs.

Advertising

Co-operation was the key word in selling Nova Scotia in the marketplace with Nova Scotia participating in a series of new and interesting co-op advertising ventures.

- Conquest Tours/Wardair Co-operative. Under this venture an additional 17,000 airline seats were introduced into Halifax at discounted prices.
- Air Canada Co-operative. Nova Scotia was one of three provinces in Canada asked to participate.

- Liberty/GoGo Tours Co-operative. This venture, with a national, U.S.-based travel wholesaler and retailer, was the first time the Department of Tourism participated in a hard-sell, product-specific newspaper advertising campaign.
- Tourism Canada/Canadian Holiday Travel Associates. This was the first major consumer advertising program undertaken in the U.K. by the department.
- The highly successful CN Marine and Prince of Fundy co-operatives were continued.

Total Advertising Expenditures 1983-84

Creative and Production	\$ 503,300
Canadian and Northeastern United States	878,700
Regional	126,100
Co-operatives	449,500
Trade	207,400
	\$2,165,000

Literature

In 1983 the division achieved the goal of combining all its promotional literature into one major travel guide. There was a high degree of private sector input into copy; and for the first time industry had the opportunity to take out ads. One hundred and sixty-six tourism-oriented establishments advertised.

The festival and events map was revised to categorize the events and attractions.

FAMILIARIZATION (FAM) TOURS — 1983-84

FAM tours are conducted for travel influencers to familiarize them with the province so that they will become more aware of the Nova Scotia product. Familiarization tours are cost-shared by the Nova Scotia Department of Tourism, Tourism Canada, and the airlines.

Name of Person	Duration of FAM (days)	Name of Employer
Leslie Whitwell	7	<i>Travel News</i> , San Francisco
Lorentz Albeck-Larsen	3	Freelance writer, Copenhagen
Milan Racanovic	1	Milan Tours, Ohio
Earl Hannafin	5	WJDA Radio, Boston
Richard Magruder	6	VCP Media, Georgia
William Scheller	3	Freelance, Massachusetts
Serita Stevens	9	<i>Travel & Tales</i> writer, Chicago
George Eraly	5	Freelance, Belgium
Jerry Mendall	3	Kalik & Co. Tours, Pennsylvania
Colleen Thompson	4	Freelance, <i>Modern Bride</i>
<i>Seinhert-Fauti</i>	21	<i>Germany</i> , Radio station
Jack Somer	7	<i>Yachting Magazine</i> , Connecticut
Gilbert Moore	3	French journalist
Sando Bologna	6	Waterbury Republican
Bill Fox	7	Fox Bus Lines
Herve Delilia/Bernard Grilly	11	VCP Media, freelance, Paris
Marion Patterson	9	<i>Montreal Magazine</i>
Wayne Thoms	5	<i>Datsun Discovery</i> , California
Jim White	8	<i>Toronto Star</i>
Majestic Tours	9	22 Western Canada travel agents
U.K. Travel Agents	7	10 travel agents
Gillian Glover	7	<i>Sunday Post</i> , Glasgow
Randy Screckengast	2	Lincoln Coach Lines, Pennsylvania
Bjorn Erik Vollbrecht	3	Crown Tours, Copenhagen
Horizon Holidays	9	25 Toronto travel agents
Alan Fredericks	3	<i>Travel Weekly</i>
Pat Bland	5	<i>Country Magazine</i> , Virginia
Colette Copeland	4	Journalist, Toronto
Jean Allen	3	<i>Fort Lauderdale News</i>
Ed Antrobus	3	Freelance, New Jersey

Doug Austin	4	Cooke's Travel, Leamington
Liz Barker	4	All Season's Group Tours, Baltimore
Sheila Wickenden	3	Convention sales manager, Gulliver Travel, Ottawa
CV Tour	2	10 travel agents to Paris
D. P. Cherry	4	Municipal Trust Co., travel agency, Barrie

1983-84 OUTDOOR WRITERS

Visiting on FAM Tours

Name	Representing
Joel Fawcett	<i>Fly Fisherman, Field & Stream</i> Federation of Fly Fisherman (Mag.)
Jack Grant	<i>Field & Stream</i> (Mag.)
Bob Manning	<i>Boston Globe</i> (Media)
Jim Gourlay	<i>Atlantic Salmon Journal</i> (Mag.)
Gary Anderson	<i>Atlantic Salmon Assoc.</i> (Mag.)
Kathryn South	Ziff Dairs Publishing Co. (Mag.)
Alma Mills	<i>Florida Camping</i> (Mag.)
George Klucky	Wilderness Films & Northern Pro- ductions Inc. (Films)
William Brewster	<i>Backpacker Magazine</i>
George Gruenfeld	<i>Travel Times</i> (Mag.)
Peter Merkentrout	
Gordina & Gottard Scholz	Ostkanada-Reisen
Bill Lowry	Lowry Photography (Photo)
Hugh Shaw	<i>Atlantic Salmon Journal</i> (Mag.)
Robert Dodd	Metropolitan Publishers Represen- tative
Horst Deiter Werner	Air Canada, Frankfurt (PR)
John Veihman	<i>Canoe Magazine</i>
Alain Rougeot	<i>Golf International Magazine</i>
Tom Pero	<i>Trout</i> (Trout Unlimited Magazine)
Claus Militz	Studio Claus Militz (Werbefoto- graphic Photo)
Jay Cassell	<i>Sports Afield Magazine</i>
Justin Kline	<i>Knap Sack Magazine</i>
George Rieger	<i>Field & Stream Magazine</i>

Attractions and Events

Under the Attractions and Events Program, 81 grants were awarded through local tourist associations to eligible festivals and events within their geographic areas. The total amount granted was \$101,060.

Three hundred and seventy-one festivals and events were listed in the "Good Times" calendar of events map. Forty-eight of these festivals and events were highlighted in the "Good Times" regional radio program.

Convention Development and Sales

The World Trade and Convention Centre, Halifax, has assumed the major portion of convention development and sales in liaison with the Nova Scotia Department of Tourism which offers support services to conventions both in and out of province. Tourist literature and promotional materials were supplied to delegates attending in-province conventions, conferences, seminars and small meetings. Special attention was given to those delegates attending out-of-province conventions attempting to encourage groups to consider Nova Scotia as a future convention site.

Enrolment in "The Order of Good Time" exceeded 28,000, and it remains one of the most popular promotional tools employed by the department.

Portland Information Office

The Portland Information Office provides information, travel counselling, and accommodation reservation services for Nova Scotia to residents of the United States.

With computer terminal facilities available and tied into the on-line Check-In computer in Halifax, Portland office is able to process inquiries, make and confirm reservations for consumers and travel agents, and process the sales of packaged tours to Nova Scotia.

In the current fiscal year Portland office has processed 64,300 inquiries, an increase of 21.5 per cent over the previous fiscal year. Within this number the Portland office has completed 10,150 reservations.

During the off-season months, the office remains staffed, and inquiries and reservations are processed. In addition, staff attends travel trade activities in the New England area, as time

permits, and co-operates with Tourism Canada in its various travel trade market activities.

Research Section — Tourist Data Summary

Non-resident travellers using all modes of transportation spent \$183,826,400 in 1983 (June 1 to October 31).

Approximately 1,113,184 non-residents visited Nova Scotia with most arriving by automobile (82.3 per cent); air travellers, our second largest segment (8.4 per cent), and the motorcoach traveller, third, (5.5 per cent) (June 1 to October 31).

Of the total expenditure figure, \$117,166,300 (64 per cent) was spent by motor vehicle travellers; \$32,503,000 (18 per cent) was spent by air travellers; and \$30,791,000 (17 per cent) was spent by motorcoach travellers, and \$3,366,100 (1.8 per cent) was spent by train and bus visitors.

Occupancy Statistics

Room occupancy statistics compiled by the Research Section in percentage are as follows:

	1978	1979	1980	1981	1982	1983
Hotels	57	62	64	61	62	60
Motels	54	56	58	57	55	64
Tourist homes	25	32	30	33	34	30
Cabins	43	32	44	45	47	41

Guest/day statistics on the number of guests accommodated are as follows:

	1981	1982	1983	Net Change 1983
January	121,901	121,660	111,191	- 10,469
February	142,390	131,526	126,822	- 4,704
March	159,050	157,514	158,108	+ 594
April	165,587	140,919	146,977	+ 6,058
May	208,161	184,018	176,121	- 7,897
June	277,080	242,600	253,977	+ 11,377
July	447,638	461,000	463,373	+ 2,373
August	470,546	456,085	455,049	- 1,036
September	365,184	332,611	357,000	+ 24,389
October	219,460	203,956	230,597	+ 26,641
November	137,970	126,383	143,714	+ 17,331
December	90,873	85,880	98,606	+ 12,726
Totals	2,805,840	2,644,152	2,721,535	+ 77,383

BLUENOSE II

In May of 1983, Nova Scotia's sailing ambassador of goodwill, the schooner *Bluenose II*, undertook a six-week voyage to the United States coast to promote Nova Scotia as a tourism destination region for the major east coast market area. During this voyage, she visited five major east coast cities.

At Atlantic City, she took part in a small gathering of sail-training vessels commemorating a harborfront development program which included the establishment of the American three-masted ship *Young America* as that city's sailing ambassador. *Bluenose II* was one of the main attractions at the popular resort area, and the ship and some of her crew were featured on local radio and television programs and interviews.

The ship then voyaged up the Potomac River as far as Alexandria, Virginia, a suburb of Washington, D.C., for a three-day visit during a major festivity involving an anniversary of the American Red Cross. She then turned southward calling at Norfolk, Virginia, for a second time in as many years to take part in a parade of sail of tall ships during Norfolk's Harborfest Weekend which coincided with the American Memorial Day holiday. The city of Norfolk hosted approximately 3,000,000 visitors over this weekend.

Bluenose II sailed north to Boston where she carried out various charters on behalf of the Nova Scotia Department of Tourism and the Canadian Consulate at Boston for travel in-

dustry representatives along the United States east coast. These charters were oriented toward promoting Nova Scotia to the travel industry in the northeastern U.S. market area.

After a busy week's stay in Boston, *Bluenose II* stopped briefly at Newport, Rhode Island, in support of Canada's challenge for the famous "America's Cup" by the Canadian yacht *Canada I*.

During the tour thousands of persons walked the decks of Nova Scotia's well-known schooner, and she was seen by millions more over U.S. television networks.

In the summer months of July and August, Bluenose II resumed her normal public cruises and charters for the general public, sailing three times daily from the Halifax waterfront and providing almost 8,000 people with a unique experience aboard this oceangoing sailing vessel. As in previous years, the cruises also provided direct revenues through ticket sales, souvenir sales, and charters, helping to defray the ship's operating costs.

During the summer, the schooner also visited Sydney, Nova Scotia, during its Action Week celebrations, Shelburne, and Lunenburg. The latter visit has become almost an annual event during the Nova Scotia Fisheries Exhibition and Fishermen's Reunion at the schooner's home port.

Prior to the commencement of *Bluenose II*'s season, the ship had undertaken her final and most major refit in the four-year program to upgrade the vessel. During the winter of 1982-83, her entire hull underwent a complete reframing and planking program, and a considerable revision was made to internal wiring and electrical generating and switchboard systems. The work was carried out to guarantee that *Bluenose II* would meet requirements of the Canadian Coast Guard Ship Safety Branch, whose formal approval is required annually to enable *Bluenose II* to carry out her role as a promotional vehicle for Nova Scotia.